

LEO BURNETT COMPANY, Inc.

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At the Atlantic City Beauty Pageant, Susan Ladwig was the only one who knew where the cigarettes were hidden.
Her fellow contestants voted her Miss Congeniality of 1972.

You've come a long way, baby.



Fashions by
Giorgio di Sant'Angelo

Regular: 17mg "tar," 1.1 mg nicotine—Menthol: 18mg "tar,"
3.2 mg nicotine/nic. per cigarette. FTC Report Aug. 71

VIRGINIA SLIMS.

Slimmer than the fat cigarettes men smoke.



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